

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMK3034 – EVENT MARKETING

(All sections / Groups)

13 MARCH 2020
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 4 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION 1**

Explain **FIVE (5)** principles of event theme design management.

(25 Marks)

QUESTION 2

Describe **FIVE (5)** characteristics of events that are similar to services.

(25 Marks)

QUESTION 3

Event evaluation is a useful means of determining the success of processes and outcomes. Explain **FIVE (5)** internally driven reasons for event evaluation.

(25 Marks)

QUESTION 4

Quantitative event evaluation approaches is primarily concerned with counting complex data sets such as attendance levels, information sources and event activities. Describe this approach and its benefit to the organization.

(25 Marks)

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